

Date: January 20, 2014

To: Thomas J. Bonfield, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Mark D. Ahrendsen, Director of Transportation
Subject: Agreement between Civica Software and the City of Durham for the Redevelopment of the DCHC MPO Website at a Cost Not to Exceed \$74,890.

Executive Summary

The purpose of this item is to enter into an agreement with Civica Software for the redevelopment of the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) website. Proposals to provide the DCHC-MPO website redevelopment services were solicited by the City. Staff reviewed the proposals to determine the firms' respective strengths and qualifications and, as a result, selected Civica Software and negotiated an agreement for services at a cost not to exceed \$74,890. The MPO website provides information for its member governments as well as the public. The current website was developed more than 10 years ago and the technology is now obsolete and outdated. The website has served as a general resource for document presentation and archiving, as well as provided for a basic public involvement role with meeting and calendar information. However, as the services and programs of the MPO evolve in response to federal policies and the needs of member agencies and the public, a state of the practice web presence is essential to delivering services and information. Therefore, the proposed agreement will allow Civica to design, develop, and implement a comprehensive website and web presence for the MPO in accordance with federal regulations.

Recommendation

The Department of Transportation recommends that City Council authorize the City Manager to execute an agreement with Pixelpushers, Inc. DBA Civica Software for the development of the DCHC- MPO website in the amount not to exceed \$74,890.00.

Background

The current website was developed in 2000 and the technology is now obsolete and outdated. As a result, it takes staff too long to create a web page or manage the content of the website. The development and on-going maintenance of the DCHC-MPO website is the responsibility of the Transportation Department which serves as the Lead Planning Agency (LPA) of the MPO. The current website is housed within Transportation Department and is maintained by the LPA staff. The purpose of the project is to design and develop a new website that will provide an improved user experience for site visitors while enabling the MPO to better manage and disseminate information in accordance with federal requirements. The MPO website is the main interface between the DCHC-MPO and the public. It is expected that the new site will improve search engine optimization, incorporate social media and provide the DCHC MPO with a state of the art web presence. The redeveloped website will also incorporate an advanced content management system that will enable MPO staff to manage and update information and documents effectively and efficiently.

Issues and Analysis

Proposals to provide the DCHC-MPO website redevelopment services were solicited by the City. Three firms responded to the request for qualifications: Civica Software, Vision Internet and Frankel Interactive. The selection process consisted of two phases. During the first phase, selection panel reviewed the proposals and scored them based on the evaluation factors provided in the request for qualifications. Based on the highest scores, the panel determined that Civica Software and Vision Internet would be invited for proposal interviews. After the interviews the selection panel scored and ranked the two firms and recommended the selection of Civica software based on the aforementioned selection criteria.

The redevelopment of the MPO website will meet the federal metropolitan transportation planning requirement that calls for the DCHC-MPO to develop an interactive website to effectively communicate information to the public. The new website will have the following features, functionalities and capabilities: robust content management system, mobile device friendliness, GIS mapping, integration with social media, improved analytics, reporting and administrative tools.

Alternatives

- Authorize the City manager to execute the agreement with Civica in the amount not to exceed \$74,890.
- Do not authorize the execution of the Agreement. The proposed DCHC MPO website redevelopment will not be undertaken.

Financial Impact

The cost shall not exceed \$74,890 for FY 2014. Eighty percent (80%) of the funding has been allocated by the DCHC MPO from federal STP-DA funds, which the City of Durham may disburse in its capacity as Lead Planning Agency for the MPO. The remaining twenty percent – 20% (\$14,978) of the funding is available within the Department of Transportation's operating budget.

SDBE Summary

SDBE Requirements are not applicable to this agreement.

Attachments

1. Agreement between Pixelpushers, Inc. (Civica Software) and the City of Durham for development, maintenance and hosting of the DCHC-MPO Website.
2. Exhibit A – Scope of work